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1947

WORLD'S LARGEST
IRIS GROWERS

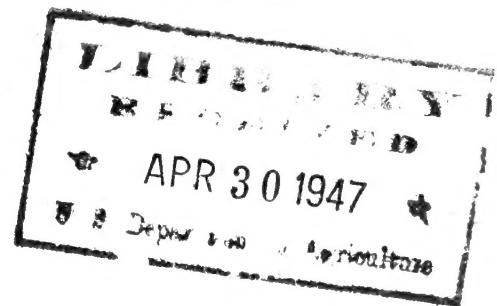
Jardin des Iris

ONLY ONE QUALITY—
THE BEST

A. F. BLOESE & SON

R. 4, Box 787

BATTLE CREEK, MICHIGAN



In order to enable us to grow finer iris as well as to reduce the cost of producing them, we have tried to make our establishment as modern as today's newspaper. It would give us great pleasure to show you our new farm, especially about June 1st when more than 40 miles of plants are in full bloom. Our iris are grown in rows 40 inches apart with the rhizomes spaced 14 inches in the rows, which gives each plant plenty of elbow room to develop into the high quality sure-to-bloom rhizomes we send out. With the aid of especially designed machinery we can keep quality up and prices down. For instance, a marvelous planting machine, which is not to be found on any other iris farm, enables us to line out rhizomes at the rate of one each second and to do a much better job than can be done by hand. An apparatus on one of our tractors digs long rows of iris in a few minutes that would require the back-breaking labor of several men all day. Still another mechanical device for cutting fans when we transplant large quantities of stock results in another saving. These savings are all passed along to you.

GIANT IRIS

In recent years many new varieties of iris have appeared which are two, three, or even four times as large as the old sorts found in almost every garden. The accompanying cut (natural size) of ORMOHR gives you a good idea of the immense size frequently attained by many varieties we grow. Then, too, their sparkling clear colors make the older sorts look pretty drab in comparison. Even the higher priced varieties are not expensive when one considers the fact that they multiply so rapidly that in a few short years a single rhizome will produce enough plants for a beautiful row or many clumps in the garden.

Visitors are always welcome.

TERMS: Cash with order. No C. O. D. Please remit by bank draft, check, money order or registered mail. Michigan residents kindly add three per cent for sales tax. We pay the postage on orders amounting to \$2.00 or more. Orders for less than \$2.00 will be sent express charges collect unless accompanied by 35 cents to cover the cost of postage and packing.

SHIPPING TIME: We begin shipping iris after July 4th.

World's Finest Iris

AMENTI —A soft blend of vinaceous gray and light mauve. The coloring is indescribably delicate and certainly most unusual.....	\$.30	CHEERIO — Universally acclaimed as one of the most outstanding red varieties.35
AMITOLA —A lovely soft pink blend.....	.50	CHINA MAID —A huge pink which is suffused with bronze lilac. It does not always bloom the first season after planting, but is well worth waiting for.	1.00
ANGELUS —A blend in which pink predominates. A rapid multiplier and a very free bloomer. A row of this iris in our fields has the appearance of a gigantic pink ribbon because the plants are fairly covered with bloom.....	.60	CLARIBEL —A huge flower of snowy whiteness with bright blue buttonhole stitching. A vigorous grower, free bloomer and good multiplier.....	.30
ANITRA —A very large sweetly fragrant soft blue. The color is exceedingly smooth and pleasing. ANITRA and GREAT LAKES are the two best blue varieties.75	COPPER LUSTRE — It has been described as having the hues of a new penny. The flowers are very large and colorful. The best seller at our iris exhibits last year. Always in great demand.50
ARCTIC — A sensational large creamy white which is beautifully high lighted with gold. It lives up to all the fine things that have been said about this great iris.	1.00	CRYSTAL BEAUTY — A magnificent crystal clear white which supports many blooms on one stalk. Low in price but outstanding.30
BUECHLEY GIANT —Certainly properly named as it is a real giant in every way. The rich blue flowers are huge, in fact, three or four times as large as the iris found in many gardens. As one visitor to our fields remarked, "That's certainly a lot of iris for so little money."35	DAUNTLESS — A vigorous red iris which is always a good performer.30
BUFFAWN —A blend of buff and fawn with a bright orange beard. The unique coloring of this iris seems to act as a powerful magnate, as all visitors to our farm stop to admire it.....	1.00	DEPUTE NOMBLOT — Rosy - purple standards, overlaid bronzy gold; falls claret crimson. This fine variety is one of the parents of such beauties as MING YELLOW, which possesses its good branching, great vigor and other excellent characteristics.35
DESTINY —Purple standards and plum-purple falls.50		

Your Questions Answered

During the many years we have grown irises, our customers have asked us innumerable questions concerning the culture of this beautiful flower. We have endeavored to embody in a booklet answers to all these queries. Detailed information is given about where to plant, how to plant, and when to plant irises. A popular but fallacious theory regarding iris culture, the following of which results each year in the loss of thousands of rhizomes, is exploded. An old French custom in which unique use is made of iris rhizomes is described. This is of interest to every housewife. Simple instructions are given for successfully bringing irises into bloom in the house during the winter months. Easily followed directions are given with reference to propagation, preparing blooms for the show room and selecting suitable locations in the garden for planting irises and securing pleasing color combinations. Other matters discussed are unfavorable conditions which result in poor bloom and how they may easily be corrected, planting irises to prevent soil erosion, growing fall blooming irises, etc.

The statements contained in the booklet are not based upon whim, fancy, conjecture or information gathered from iris literature, but from a thoroughly reliable source — actual experience in our own gardens.

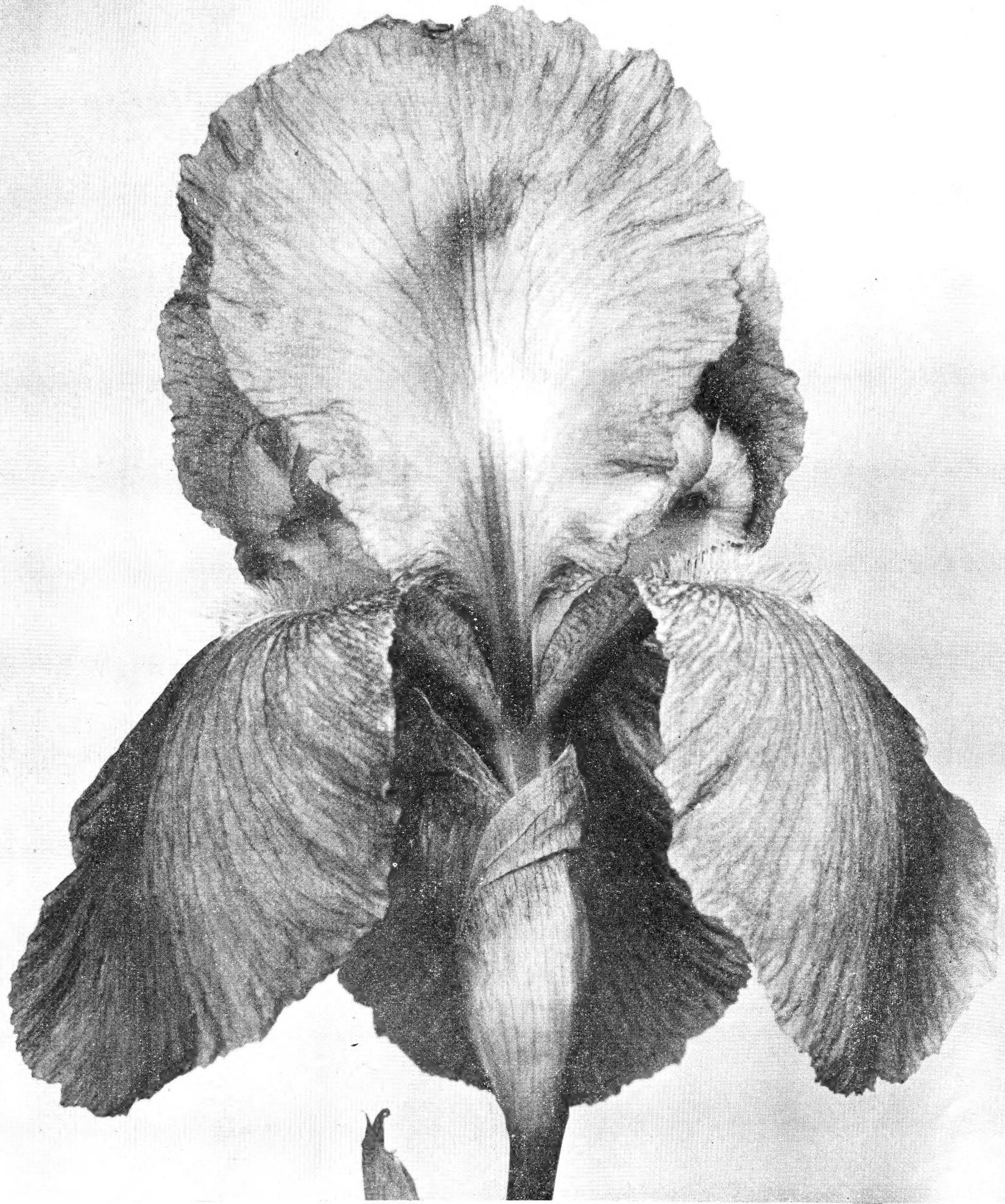
Price 10 cents, postpaid.



Ralph R. Shaw
U. S. Dept. of Agriculture
Library
Washington, D. C.

World's Finest Iris — Continued

DOGROSE —A rosy pink from England which supports many blossoms on tall slender stalks.40	GOLDEN TREASURE — A glistening creamy yellow with the rich texture of silk.60
DOROTHY DIETZ — White - lavender standards and plum colored falls. A great improvement over that old favorite, RHEIN NIXE.35	GRACE LAPHAM —A demure delicate pink.30
ECLADOR —A gorgeous sparkling canary yellow.40	GREAT LAKES —A large blue which is regarded by all iris authorities as the leader in this class.	1.75
EL CAPITAN —A sweetly fragrant lavender blue iris of great size.30	GUDRUN —If you want a really huge white get GUDRUN. It is, in fact, one of the largest varieties in commerce.40
ELMOHR —It is the most sensational introduction since the appearance of PRAIRIE SUNSET. If you want to astonish your neighbors get ELMOHR. A large stock permits us to offer it at a very low price.	2.00	INDIAN CHIEF —A rapidly multiplying rosy-red. One of the most popular reds.30
ELSA SASS —A pure sulphur yellow variety. The center of the falls is lighter in color, which adds to the beauty of the flower.	1.00	INDIAN HILLS —Huge flowers of richest amethyst, bright and clear.50
FRIEDA MOHR — A deep rosy pink of great size which has been a constant winner of blue ribbons at flower shows. In addition to its many other fine qualities, it is delightfully fragrant.35	JAKE —This immaculate white is clean and pure without a trace of gray or blue.	1.50
GOLDEN FLEECE — Lemon yellow standards and creamy white falls with a band of deeper yellow. A Sass masterpiece.	8.00	JEAN CAYEUX —A rich Havana brown which is burnished with gold.35
GOLDEN LIGHT —A scintillating blend of red and cinnamon. Not a large flower but one of the very brightest....	.30	JERRY —A bright glowing red.30
		KING JUBA —Sparkling old gold standards and velvety red falls.30
		LA NEIGE —A waxy clear white which is excellent as a cut flower.30
		LOUVOIS —We were the first to import this variety from France. Maroon standards and velvety falls of chocolate brown. No other variety like it....	1.00



ORMOHR

World's Finest Iris — Continued

LUCREZIA BORI — A tall yellow with large light green fans.....	.35	ORLOFF — A rich yellow which is beautifully peppered with bronzy red. It produces an almost unbelievable quantity of flowers and blooms for a long time.65
MATTERHORN — A white of finest quality.	1.50		
MIDWEST GEM — A peach and lavender blend.60		
MME. L. AUREAU — White, peppered heliotrope. A very inadequate description of this colorful variety.....	.40		
MING YELLOW — A huge clear yellow with heavy substance. There are sometimes half a dozen huge blooms open at one time, but they are so well spaced that each one shows to good advantage. DEPUTE NOMBLOT is one of its parents and it has all the good qualities of that great iris. We recommend MING YELLOW unqualifiedly... 1.00			.75
MORNING SPLENDOR — A rich purple that assumes a claret-red hue when struck by the rays of the setting sun. .30		PAINTED DESERT — It has all the bright hues of the Arizona Desert....\$15.00	
MOUNTAIN SNOW — A clear icy white of large size which is flushed with blue.50	PERSIAN PRINCE — A gorgeous variegata. Scintillating golden standards and red falls.	1.75
MRS. J. L. GIBSON — A large exceedingly dark violet-blue self.....	.35	PICADOR — Buff - bronze standards; rose-red falls with a lighter edge.....	.40
NENE — Standards rose-lilac; falls purple-red. The blossoms sometimes measure nine inches from apex to base and make a fine appearance in a clump. .35		PINK IMPERIAL — 50 in. The tallest and largest pink. It sometimes attains a height of five feet. Always sold out early, so rush your order if you want this outstanding iris. A very fast multiplier which insures enough plants for a gorgeous display in a few short years.	3.00
		PINK SATIN — The most exquisitely beautiful and delicate pink imaginable. One of the outstanding favorites in our fields.35

World's Finest Iris — Continued

PRESIDENT PILKINGTON — The standards are a blend of buff, grey and violet; the falls violet-blue and bronze. .30	SNOW MAIDEN — A little gem about ten inches tall. The only pure white dwarf iris we have ever seen.....	.25
PRAIRIE SUNSET — The first fifteen rhizomes of this variety sold for one hundred dollars each. Every iris fan wants it. It lives up to all the praise that has been heaped upon it. Aptly named as it has the rich hues of the setting sun. .250	THE BLACK DOUGLAS — A smoky purple which in some lights appears to be black.35
ROSY WINGS — A large red - pink which is a prodigious bloomer and rapid multiplier. One of the very best in this class. .35	THE RED DOUGLAS — A large red with falls resembling the richest plush. We have never had enough stock of this variety to go around, but last summer lined out a large number of rhizomes, so this season hope to be able to fill all orders.	1.00
ROYAL COACH — Something different. The yellow standards and falls are richly edged with brown. .50	TIFFANY — Large gorgeous yellow flowers which are mottled with pink. One of our best sellers. It must be seen to be appreciated.50
RUBEO — A stately tall red which blooms late and for many days. .30	TREASURE ISLAND — A sparkling soft yellow with a silky sheen.50
SABLE — A nearly black iris which is tall and lustrous, having the rich sheen of the finest silk. A universal favorite. 1.75	WABASH — Pure white standards and rich ultramarine falls. This fine iris has been near the very top of the list of one hundred best iris for a number of years.75
SHAH JEHAN — A blend of lavender, grey, purple, blue, white, orange and dark ruby-red. Certainly a great deal of color for one iris.	WAR EAGLE — A deep red-toned iris of great size which produces a huge quantity of flowers.30
SIEGFRIED — Huge silvery yellow flowers which are stippled and edged with brown. .50	WINNESHIEK — Large midnight blue-violet flowers with the texture of velvet.30
SNOW FLURRY — A ruffled white. 3.00		

JARDIN DES IRIS

BATTLE CREEK, MICH.

20% discount on Iris (not on tulips) if you use this blank and order on or before APR 14

AMOUNT ENCLOSED \$ _____ DATE _____ ORDER NO. _____

NAME _____
(PLEASE PRINT OR WRITE VERY PLAINLY.)

(PLEASE PRINT OR WRITE VERY PLAINLY.)

STREET OR R. F. D. No. _____

POST OFFICE _____ **STATE** _____

MAY WE SUBSTITUTE? YES NO (INDICATE WITH A CROSS LIKE THIS [X])

MAY WE SUBSTITUTE? **YES** **NO** (INDICATE WITH A CROSS LIKE THIS [X])

MAY WE SUBSTITUTE? **YES** **NO** (INDICATE WITH A CROSS LIKE THIS [X])

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QUANTITY VARIETY PRICE

IF YOUR ORDER AMOUNTS TO \$2 OR MORE AND YOU PERMIT US TO SEND IT
EXPRESS COLLECT, WE WILL INCLUDE IRIS OF ABOUT DOUBLE THE COST OF THE
EXPRESS CHARGES. PUT A CROSS HERE IF YOU ACCEPT THIS OFFER.

T U L I P S

We offer the world's finest tulips, which include almost every color of the rainbow — rich orange, delicate pink, bright violet, immaculate white, somber brown, fiery scarlet, glistening black, burnished bronze, golden yellow.

You will receive top size bulbs which will produce the largest and finest flowers.

We begin shipping tulips in September. They are shipped separately, prepaid. Orders for less than two dollars worth of tulips can not be accepted. Also, please do not order less than three bulbs of a variety.

	Per 3	Per 12	Per 100
ADVANCE —A new magnificent huge orange-scarlet tulip.....	\$.35	\$1.30	\$10.00
ALBERIA —A glorious cerise-red with a narrow golden edge.....	.35	1.30	10.00
ALBINO —A large flower of purest white, including the stamens.....	.35	1.30	10.00
ALL BRIGHT —An intense brilliant red.....	.35	1.30	10.00
AMERICAN FLAG —An excellent new variety which includes the colors of the American flag.....	.60	2.20	17.00
ARGO —A deep golden yellow which is beautifully mottled with red....	.35	1.30	10.00
ARISTOCRAT —A giant novelty of unsurpassed sturdiness and strength. Huge carmine-rose flowers with a lighter edge.....	.70	2.70	20.00
BARTIGON —A very strong growing fiery crimson flower with a white base. One of the best in this color class.....	.35	1.30	10.00
BELLE JAUNE —Without doubt the most vigorous and finest golden yellow tulip. The huge flowers have beautiful form and are long lasting.....	.35	1.30	10.00
BLACK EAGLE —Cup shaped flowers of great size and deep purple color. One of the most brilliant deep purples.....	.35	1.30	10.00
BLEU AIMABLE —A striking blue-purple which changes to rich blue as the flower ages.....	.35	1.30	10.00
BLUE PARROT —A very large bluish heliotrope flower with exquisitely beautiful fringed petals. A few of these blossoms in a vase make a beautiful bouquet.....	.80	2.90	22.00
CARRARA —The best white. The huge pure white flowers resemble the marble from which it derives its name.....	.35	1.30	10.00
CITY OF HAARLEM —Sparkling scarlet with steel-blue base. One of the best scarlet tulips.....	.35	1.30	10.00
CORDELL HULL —A new bright red which is beautifully edged with white.....	.35	1.30	10.00
CRATER —A vigorous dark vermillion-red variety.....	.35	1.30	10.00
DEMETER —Enormous violet flowers which are carried on stems at least 30 inches in height. If you want a huge tall tulip this is it....	.40	1.35	11.00

TULIPS—Continued

	Per 3	Per 12	Per 100
DENBOLA —A large violet-red with a creamy white edge. Exceptionally strong and long lasting blossoms.....	.35	1.30	10.00
DILLENBURG —A new, very tall and beautiful salmon orange tulip. A universal favorite.....	.35	1.30	10.00
ECLIPSE —A large brown-red variety.....	.35	1.30	10.00
EDITH EDDY —A striking carmine-red with a sharp white edge.....	.35	1.30	10.00
ELIZABETH MAX. —A large rose-pink.....	.60	2.20	17.00
ELIZABETH EVERS —Huge fuschia-rose flowers with a white base.....	.35	1.30	10.00
EROS —A magnificent double rose colored tulip of immense size. We believe this is the largest of all tulips. The blossoms compete in size with peonies.....	.35	1.30	10.00
FANTASY —The most popular of all the parrot tulips. A rich salmon-pink with green markings. Order early. Never enough to go around.....	.35	1.30	10.00
GESNERIANA SPATHULATA —A bright scarlet which shines like a beacon in the garden.....	.35	1.30	10.00
GIANT —As its name indicates, it is one of the largest of all tulips. A huge violet-purple flower.....	.35	1.30	10.00
GLORY OF NOORDWYK —Deep lilac-rose with a white base.....	.35	1.30	10.00
GOLDEN AGE —A rich buttercup-yellow, flushed salmon orange.....	.35	1.30	10.00
GOLDEN HARVEST —One of the most unusual yellows. The tall lemon-yellow blossoms are flushed throughout with pale green which enhances their beauty.....	.35	1.30	10.00
GOLD LAKE —The large flowers are supported on tall strong stalks. The rich yellow blossoms are slightly flushed with bronze at the center of the petals.....	.35	1.30	10.00
G. W. LEAK —A bright scarlet of exquisite beauty.....	.35	1.30	10.00
HER GRACE —A very large white with a lilac-rose edge.....	.35	1.30	10.00
HINDENBURG —A bright red with a rich golden edge.....	.35	1.30	10.00
INGLESCOMBE YELLOW —One of the most vigorous of tulips. A clear golden yellow which always performs well.....	.35	1.30	10.00
INSURPASSABLE —A huge lilac variety with strong tall stems. It is three times as large as some old varieties.....	.35	1.30	10.00
JOHN GAY —An exquisite new variety, orange-red in color.....	.70	2.70	20.00
LOUIS XIV —A tall rich purple which is beautifully edged with bronze.....	.35	1.30	10.00
MARITZA —A delicate light pink.....	.35	1.30	10.00
MOUNT EREBUS —A sensational new pure white.....	.60	2.20	17.00
MR. KERBERT —A huge delicate pink.....	.35	1.30	10.00

TULIPS—Continued

	Per 3	Per 12	Per 100
NEPHITOS —A new soft sulphur yellow with yellow anthers.....	.35	1.30	10.00
OSSI OSWALDA —A creamy white novelty which is beautifully edged with rose. This unusual tulip changes in color from day to day until it assumes a pure rose hue.....	.40	1.35	11.00
PANORAMA —A beautiful copper-orange variety with an olive-green base. The flowers are long lasting.....	.35	1.30	10.00
PRIDE OF ZWANENBURG —The salmon colored blossoms of this beauty have a rose margin.....	.40	1.35	11.00
PRINCESS ELIZABETH —A clear deep pink which changes to rich rose-pink.....	.35	1.30	10.00
PRUNUS —A colorful salmon-pink.....	.35	1.30	10.00
RED CHAMPION —A remarkably fine scarlet parrot tulip with fringed petals.....	.85	3.10	23.00
RED EMPEROR —The largest of all tulips and wholly unlike all other varieties. It blooms early with the daffodils. It is as bright red as the most colorful poppy and almost as large. If you want a brilliant splash of color in your garden, plant a few, or better still, several dozen, or even a hundred of this outstanding variety.....	.80	2.90	22.00
RED Pitt —A bright rich red.....	.40	1.35	11.00
ROSE COPELAND —A rich rose variety.....	.35	1.30	10.00
RYNLAND —A rich crimson with a colorful yellow edge.....	.35	1.30	10.00
SCARLET ADMIRAL —A sparkling scarlet variety.....	.35	1.30	10.00
SCARLET GLORY —A large scarlet tulip.....	.35	1.30	10.00
SCARLET LEADER —One of the finest brilliant scarlet varieties.....	.40	1.35	11.00
SUPERBA —A graceful tulip of rich scarlet.....	.40	1.35	11.00
SYMPHONIA —A gorgeous novelty with peony-like flowers of American Beauty red. This fine double tulip is fragrant.....	.70	2.70	20.00
THE BISHOP —The large blooms are of purest heliotrope-violet.....	.35	1.30	10.00
URSA MINOR —A large deep golden yellow.....	.35	1.30	10.00
VAN DER EIRDEN —A rich glowing carmine-red.....	.35	1.30	10.00
WATSON —A clear golden yellow.....	.35	1.30	10.00
WHITE GIANT —A large clear white of great size.....	.35	1.30	10.00
WILLIAM COPELAND —A large delicate lavender flower.....	.35	1.30	10.00
WILLIAM Pitt —Dark crimson blossoms of immense size.....	.35	1.30	10.00
W. J. SANGER —A delicately beautiful creamy white.....	.35	1.30	10.00
YELLOW GIANT —A dark golden yellow, slightly tipped with brown. It lives up to its name for size.....	.35	1.30	10.00
ZWANNENBURG —A large pure white supported on a tall stalk.....	.35	1.30	10.00

Vitamist Cartridges

(MAKE PLANTS SHOOT UP)

Apply Vitamin B₁ to Your Garden the Easy Vitamist

Way — 30 Cartridges for \$1, enough to
"vitamize" a small garden for one year.

The researches of a group of California scientists, an account of which appeared in Better Homes and Gardens some time ago, brought to light the fact that vitamin B₁ has a powerful influence upon plant life. Here are some of the miracles that have been wrought by use of this subtle element:

Daffodils 42 inches tall with blossoms sufficiently large to conceal a salad plate. Roses with 5-inch buds. Finer citrus fruit. Doubled the size of orchids. Produced hyacinths with flower heads more than a foot long. Transplanted roses while in bloom without loss of a single bud. Saved trees from destruction from root rot. Made weak and sickly plants spring into vigorous growth and greatly accelerated growth of seedlings.

When we read the foregoing astonishing news we at once secured some of this miracle working preparation. Five hundred rose bushes which had just been received and planted seemed to be excellent material for experiment. We treated 250 plants and used the other 250 as controls. The plants were to receive one vitamin application a week. The usual method of application, putting a small quantity of vitamin in a sprinkling can filled with water, was followed. After the first application it became apparent that the labor involved was too great to continue the experiment.

To overcome this difficulty we produced Vitamist, which takes the back breaking labor out of applying the vitamin.

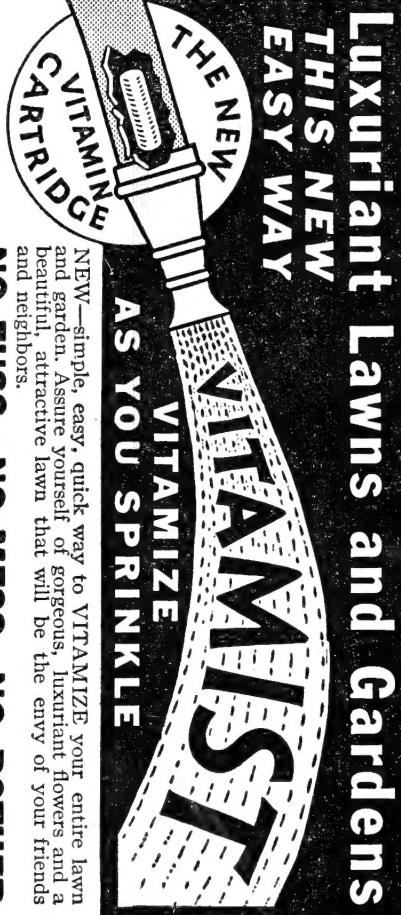
By putting a plug and screen in the overhead irrigation pipe it was possible to vitamize 250 rose bushes weekly with the expenditure of practically no energy and only a moment or two of time.

The results were amazing. The vitamin treated roses produced blossoms 12 days before the controls burst into bloom and the treated plants also grew faster and were larger and in every way superior to the untreated bushes.

Remarkable results were also obtained with petunias. They produced a myriad of flowers.

Luxuriant Lawns and Gardens

THIS NEW
EASY WAY



VITAMIST is the new name for our GROFAST CART-RIDGE. It is the same amazing vitamin preparation which we have found so helpful in our garden.

SPECIAL OFFER — If you send us an order amounting to two dollars or more, we will include with your order a one dollar box of VITAMIST for only 75 cents.

